

ABSTRACT

A content-targeting ad system is provided with a user behavior (e.g., selection (e.g., click), conversion, etc.) feedback mechanism. The performance of individual ads, or groups of ads, may be tracked on a per document (e.g. per URL) and/or on a per host (e.g. per Website) basis. The performance of ad targeting functions may also be tracked on a per document, and/or per host basis. Such user behavior feedback data may be processed (e.g., aggregated) into useful data structures. Such user behavior feedback data (raw or processed) may then be used in a content-targeting ad system to improve ad quality, improve user experience, and/or maximize revenue.